LEO BURNETT U.S.A.

35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-5959, Fax: (312) 220-3299

April 7, 1995

Ms. Phyllis La Russo
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

RE: 1995 Marlboro Hispanic Community Events Schedule

Dear Phyllis:

Attached you will find the newspaper recommendation in support of LA Fiesta Broadway. In addition to the list of newspapers used to support last year's event, we recommend adding four titles as outlined below:

La Opinion

- L.A.'s only daily Spanish-language publication
- Offers a high circulation of 108,400
- High quality reproduction and layout
- It is included on all national buys

El Economico

- Extends reach potential in Orange County
- High quality reproduction
- Low out-of-pocket expense

Wave Newspaper Group

- Extends reach potential against inner-city Hispanics in Los Angeles
- Offers a high circulation of 301,000
- Good reproduction quality

Union Hispana

- Good reproduction quality
- Low out-of-pocket expense
- Supports Philip Morris editorially
- Included on all national buys

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Source: https://www.industrydocuments.ucsf.edu/docs/zxcn0004

With the recommended list of newspapers, the recommended schedule amounts to $40,212, exceeding the allotted budget by $10,212. We believe adding four titles to the plan will provide good additional coverage of the expanding L.A. Hispanic market.

I will follow up to check on the status of the recommendation. If you should have any questions, please call me at (312) 220-3663.

Sincerely,

LEO BURNETT U.S.A.

John Alvarez
Media Planner/Buyer

/bjl
Attach.
cc: E. Ostern, D. Cimine, M. Gennaro, R. Simon - PMco.
C. Baca, J. Mitchell, S. Cruz, L. Bledsoe, C. Harder, J. Hanrahan, T. Grieme, M. Gadsby, S. von Reitzenstein, M. Hechavarria, D. Hobbs, J. Klues - LBco.

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Source: https://www.industrydocuments.ucsf.edu/docs/zxcn0004

1995 MARLBORO COMMUNITY EVENTS
NEWSPAPER RECOMMENDATION

EVENT/MARKET/ DATE NEWSPAPERS	PUB. DAY	CIRC.	DIM.	COLS.	TOTAL COL. IN.	OPEN RATE	COLOR CHARGE	FULL PAGE B/W RATE	FULL PAGE 2/C RATE	FP I/C CPM	# OF INS	INS DATES	TOTAL COST (FP 2/C CREATIVE)
LA FIESTA BROADWAY/ LA **Apr-30**													
AZTECA	WED	35.0	13x21.5	6	129	$ 13.00	$ 150	$ 1,677.00	$ 1,827.00	$ 52.20	1	4/19	$ 1,827.00
EASTERN GROUP PUB.	THR	68.0	13x21	6	126	$ 23.50	$ 125	$ 2,961.00	$ 3,086.00	$ 45.38	1	4/20	$ 3,086.00
EL ECONOMICO	WED	33.5	10x13	5	65	$ 13.10	$ 200	$ 851.50	$ 1,051.50	$ 31.39	1	4/26	$ 1,051.50
ENFOQUE	THUR	140.0	10x13	5	65	$ 28.00	$ 250	$ 1,820.00	$ 2,070.00	$ 14.79	1	4/20	$ 2,070.00
EXCELSIOR	WED	60.4	10.25x12.75	5	63.75	$ 24.70	$ 330	$ 1,574.63	$ 1,904.63	$ 31.53	1	4/19	$ 1,904.63
LA OPINION	DAILY	108.4	13x21.5	6	126	$ 29.45	$ 295	$ 3,710.70	$ 4,005.70	$ 36.95	1	4/22	$ 4,005.70
LA VOZ LIBRE	THUR	44.5	11.5x17	4	68	$ 20.00	$ 160	$ 1,360.00	$ 1,520.00	$ 34.16	1	4/27	$ 1,520.00
NUESTRO TIEMPO	WED	400.0	10 13/16x13	5	65	$ 158.00	$ 1,200	$ 10,270.00	$ 11,470.00	$ 28.68	1	4/26	$ 11,470.00
TU MUNDO	THR	110.0	10x13	5	65	$ 61.25	$ 150	$ 3,981.25	$ 4,131.25	$ 37.56	1	4/20	$ 4,131.25
UNION HISPANA	FRI	35.0	10x13.25	5	66.25	$ 13.58	$ 100	$ 899.68	$ 999.68	$ 28.56	1	4/28	$ 999.68
WAVE NEWSPAPER GROUP	WED	301.0	13x21.5	6	129	$ 60.00	$ 406	$ 7,740.00	$ 8,146.35	$ 27.06	1	4/26	$ 8,146.35
LOS ANGELES TOTAL											6		$ 40,212.10

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Source: https://www.industrydocuments.ucsf.edu/docs/zxcn0004